



News Release

City of Arts & Innovation

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RIVERSIDE LAUNCHES WEB SITE TO SHOWCASE COMMUNITY'S STRATEGIC VISION

RIVERSIDE, Calif. – The City of Riverside is proud to announce the launch of the official Web site for the community's strategic vision - Seizing Our Destiny, www.seizingourdestiny.com. One of the most important elements for any successful vision plan for a community is that it must be broadly supported by the residents, businesses, employees and students. This site is a tool to help educate these groups about Seizing Our Destiny, build momentum and encourage active participation, as well as a way to show progress and showcase successes.

The first release of the Web site features detailed information on the desired Destination for Riverside, background and contacts for each of the specific Strategic Routes, a growing list of Initiatives related to each Route, as well as progress made on milestones thus far. The site also provides a platform for sharing news related to Seizing Our Destiny and gives the visitor the opportunity to get involved or simply ask questions about the plan.

Riverside has much to be proud of and has proven itself time and again to be a city ahead of the curve; the new Seizing Our Destiny Web site is yet another example.

About Seizing Our Destiny

Understanding that now is the time to make the choices that will determine our collective future, the City Council adopted a strategic vision in December 2009 that looks ahead 15 to 20 years and identifies very specific action items for shaping Riverside's future. This plan, now commonly referred to as Seizing Our Destiny, was created after seven months of study that included focus groups, a survey and steering committees made up of public, private, non-profit, religious and civic organizations.

A long list of goals came out of the discussions but overall two essential facts became clear. First, quality of life is the key to upholding Riverside as the "City of Arts & Innovation." The vision and agenda are based on the belief that setting high standards for quality of life fuels intelligent growth, encourages the blossoming of artistic and cultural expression, celebrates diversity as a unified city, and attracts desirable business and jobs to the community.

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City of Riverside, California
www.riversideca.gov